



10/29/01

12-06-01

A

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
UTILITY PATENT APPLICATION TRANSMITTAL
UNDER 37 CFR 1.53(b)**

Address to: Assistant Commissioner for Patents Box Patent Application Washington, DC 20231	Attorney Docket No.	50R4794
	Inventor(s)	CHANG
	Assignee Name:	SONY CORPORATION - Toyko, Japan
	Assignee Name:	SONY ELECTRONICS INC. - Park Ridge, New Jersey
	Express Mail Label No.	EV044358278US
	Total Pages	21

11000 U.S. PTO
10/003731
10/29/01

Title of Application:**SYSTEM AND METHOD FOR BROADCAST ADVERTISING BACKGROUND OF THE INVENTION****Transmitted with the patent application are the following:**

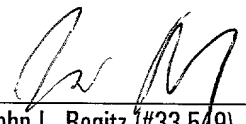
- 1 Page(s) Transmittal form (plus one copy)
- 15 Page(s) Specification, claims, abstract
- 1 Page(s) Formal Drawings
- 4 Page(s) Declaration and Power of Attorney

EXPRESS MAIL CERTIFICATE**Respectfully submitted,**

I hereby certify that the above paper/fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated below and is addressed to the Assistant Commissioner for Patents, Washington, DC 20231

Date of Deposit: OCTOBER 29, 2001
 Person mailing paper/fee: Jeanne Gahagan

Signature Jeanne Gahagan


 John L. Rogitz (#33,549)
 Attorney for Applicant(s)
 Telephone (619) 338-8075
 Rogitz & Associates
 750 B Street, Suite 3120
 San Diego, California 92101